



Newsletter

A publication by Kenya Export Promotion and Branding Agency



**KENYA EXPORT
PROMOTION & BRANDING
AGENCY**

**JANUARY
2023**

BAOBAB COFFEE LTD
Welcome to the Made In Kenya Family

[@MakeltKenya](#) | [www.makeitkenya.go.ke](#) | Buy Kenya Build Kenya

TONONOKA GROUP
Welcome to the Made In Kenya Family

[@MakeltKenya](#) | [www.makeitkenya.go.ke](#) | Buy Kenya Build Kenya

CELEBRATING MADE IN KENYA BRANDS

By Stephanie Mutuku

The Made in Kenya Brand mark is a special symbol developed to identify products and services originating from Kenya. The brandmark also denotes the quality and authenticity of Kenyan products in the local and international markets.

The Kenya Export Promotion and Branding Agency bands together manufacturers and producers from Kenya under the Made in Kenya Initiative to build a strong brand proposition for Kenyan commodities. The Made in Kenya mark also gives a competitive edge to Kenyan commodities in the global arena. For consumers, the brandmark authenticates products in the market. Customers are assured of the quality and the authenticity of the products.

From June to December 2022, the Kenya Export Promotion and Branding Agency welcomed Eighty- Nine number of new adoptees to the Made in Kenya Family with nearly one thousand products branded with the Made in Kenya

Brandmark. The adoptees of the mark range from a variety of sectors including food and food products, roasted coffee and textiles & apparels. Consumers will get to experience the best Kenya has to offer from products branded with the Made in Kenya mark.

The last quarter of 2022 saw the Agency welcomed local brands such as Super Gibs Ltd. a Kenyan firm that sells Kenyan roasted and packed coffee. Founded in the early 1960s, Coffee packed under the Gibsons brand is jam packed with flavor due to the location of the farms on the slopes of Mt. Kenya. Mutsimoto Motors is another new brand under the Made in Kenya Family. They are manufacturers of automotive filters for various applications. Mutsimoto Motors has over 20 years' experience in the sector, manufacturing over 800 types of filters at their manufacturing plant in Nakuru County, Kenya.

Kenyan brands offer unique products that meet the needs of both the local

>>> Continue on page 2

NEWSLETTER HIGHLIGHTS

Customer service trends for 2023

KEPROBA's citizens service delivery charter

Social media marketing for your export business

What is a brand book and why is it important?

Quote of the month

Editorial

Mariam Maina - Editor

Joanne Wanjala

Irene Van De Graaf

Molly Wambui

Gertrude Mirobi

Stephanie Mutuku

Samuel Njaaga - Layout

>>> Continued from page 1

and international markets. Jada Kenya for example, is a new Made in Kenya Adoptee is a company that specializes in cruelty free and non-Toxic nail care products. By manufacturing these products, Jada Kenya filled a void in the market for all natural nailcare products curated for African nails.

Kenyan manufacturing firms are key drivers of the economy providing employment for many Kenyans. The Made in Kenya initiative aims at enhancing competitiveness of Kenyan firms and promote industrialization which will in turn position Kenya as a regional manufacturing powerhouse.



Customer Service Trends For 2023

By Molly Wambui: MWambui@brand.ke

In this new year, corporations will grapple with a volatile operating environment. According to the World Bank, global growth is projected to slow to its third-weakest pace in nearly three decades. In addition, most regions of the world will experience slower per-capita

Rising inflation rates will mean that customers will be more selective with their purchases this year. Therefore, the pressure to offer superior service will be higher and there shall be no room for mediocre service delivery. Quick resolution of customer complaints shall also be prioritized in



income growth compared to the decade before COVID-19. These factors will make excellent customer care instrumental to meeting targets and retaining customers within tight budgets.

The most outstanding customer trend for 2023 will probably be the increased use of technology. Automation of services shall take center stage as companies downsize. Customers shall experience more self-service options, voice memos and short videos from service providers in place of human interactions. Immersive technology (virtual and augmented reality) to showcase products and services will also become more commonplace. These channels will give companies a wider reach compared to in-person product activations. Companies may also use marketing automation software to send personalized messages to customers in email, via SMS text or on social media, among other options.

order to win and retain customers.

As the global COVID pandemic transformed the way we live, collaborate, and connect, economic and social disruptions also forced customers to re-examine the values of the companies they do business with. According to research, 63% of customers want to buy from socially responsible companies while 54% want to buy from companies that prioritize diversity, equity, and inclusion in their communities and workplaces. In order to build lasting connections with customers, businesses must invest in collecting feedback through customer satisfaction surveys.

In conclusion, companies will have to continually monitor customer trends in 2023 in order to quickly adapt and innovate their systems to continue offering great services.

KEPROBA'S CITIZENS SERVICE DELIVERY CHARTER

By Irene Ouko, igraaf@brand.ke

A service charter is a document that outlines an organizations commitment to providing high-quality services to its customers. It serves as a guide for employees to follow in their interactions with customers and helps to establish clear expectations for both parties.

A customer service charter is a valuable tool as it improves efficiency and increases accountability within an

organization since employees are held more accountable for meeting agreed-upon standards of quality.

KEPROBA'S Citizens Service Delivery Charter contains specific commitments on the standard of service that clients should expect from KEPROBA. The following are the services outlined.

S/ NO	SERVICES	REQUIREMENTS	TIMELINE
1.	Response to printed correspondence	Correspondence received	Within five working days of receipt
2.	Response to requests for information	Formal written request for information	Acknowledge receipt of request within 48 hours; Provide information requested within 48 hours if available
3.	Response to digital inquiries, complaints, compliments, or suggestions	Receipt of inquiry, complaint, compliment, or suggestion	Within 48 hours
4.	Payment for goods and services	LPO/LSO, Contract, Delivery Note, and Claim / Invoice	Within 30 working days
5.	Invitation of annual tenders for goods and services	Advertisement and tender documents	14 working days – National (Submission) 21 working days – International (Submission)
6.	Request for quotations	RFQ documents	7 working days – Submission period
7.	Selection of companies based on the product and market relevance of the promotional activity	1. Acknowledgment of receipt of applications 2. Selection of participants 3. Inform applicants on application status	1. Within one week after submission deadline 2. Within two weeks after receipt of applications 3. Within 21 working days
8.	Product design and development	Completed application form	Within 10 working days
9.	Export trade training	Completed application form	According to set timelines
10.	Customized research	Request for information via email or phone call	According to agreed timelines
11.	Product tariff information	Request for information via email or phone call	Within 5 working days
12.	Market Intelligence	Request for information via email or phone call	According to agreed timelines
13.	Onsite Company Coaching	Written request for services	According to agreed timelines
14.	Photography, video production and graphic design	Written request for services	According to agreed timelines

Quote of the month

“Unity is strength, when there is teamwork and collaboration, wonderful things can be achieved.” - **Mattie Stepanek**

Social Media Marketing For Your Export Business

By Gertrude Mirobi, GMirobi@brand.ke

Social media marketing has impacted the global business landscape by transforming the way businesses market their products and services to potential customers. The number of Kenyan businesses using social media as a tool for promoting their brand, generating sales, and reaching a wider audience has been on the rise.

To grow your export business using social media follow these steps:

1. Choose the right platforms

Identify the most relevant social media platforms for your target audience, such as Facebook, Twitter, TikTok, and Instagram among others. Make sure you understand who you are trying to reach and tailor your content and messaging accordingly.

2. Develop a strategy

Develop a clear and well-defined social media strategy that aligns with your business goals and objectives.

3. Create quality content

Create quality and engaging content that showcases your products and services and resonates with your target audience. Visual content is more likely to attract high interaction and can help your products stand out therefore use high quality images and videos.

4. Engage with your audience

Interact with your audience by responding to comments, messages and reviews promptly, and actively engage with your community to build strong relationships with your customers.

5. Leverage influencer marketing

Collaborate with influencers and thought leaders in your industry to expand your reach and increase brand exposure.

6. Track and measure your results

Use analytics tools to track and measure your social media performance and adjust your strategy as needed to achieve better results.

The importance of social media in promoting one's export business lies in its ability to:

1. Reach a global audience

Social media allows businesses to reach a large and diverse audience, enabling them to market their products and services to potential customers anywhere in the world.

2. Build brand awareness

Social media is an effective tool for building brand awareness and establishing a company's reputation as a trusted and reliable source of high-quality products and services.

3. Generate leads

By sharing information about their products and services and engaging with their audience, businesses can generate leads and convert them into customers.

4. Offer cost-effective marketing

Social media is a cost-effective marketing tool, allowing businesses to reach a large audience without the need for expensive advertising campaigns.

5. Gather customer insights

Social media provides a platform for businesses to interact directly with their customers, allowing them to gather valuable customer insights and improve their products and services.

When selling on social media, it's important to keep a few things in mind:

1. Be authentic

People can tell when you are not being authentic, so make sure you are true to yourself and your brand.

2. Be consistent

Regularly posting and engaging with your audience will help keep your brand top of mind and build trust.

3. Use storytelling

Storytelling creates an emotional connection with

your audience and helps them see how your product or service can improve their lives.

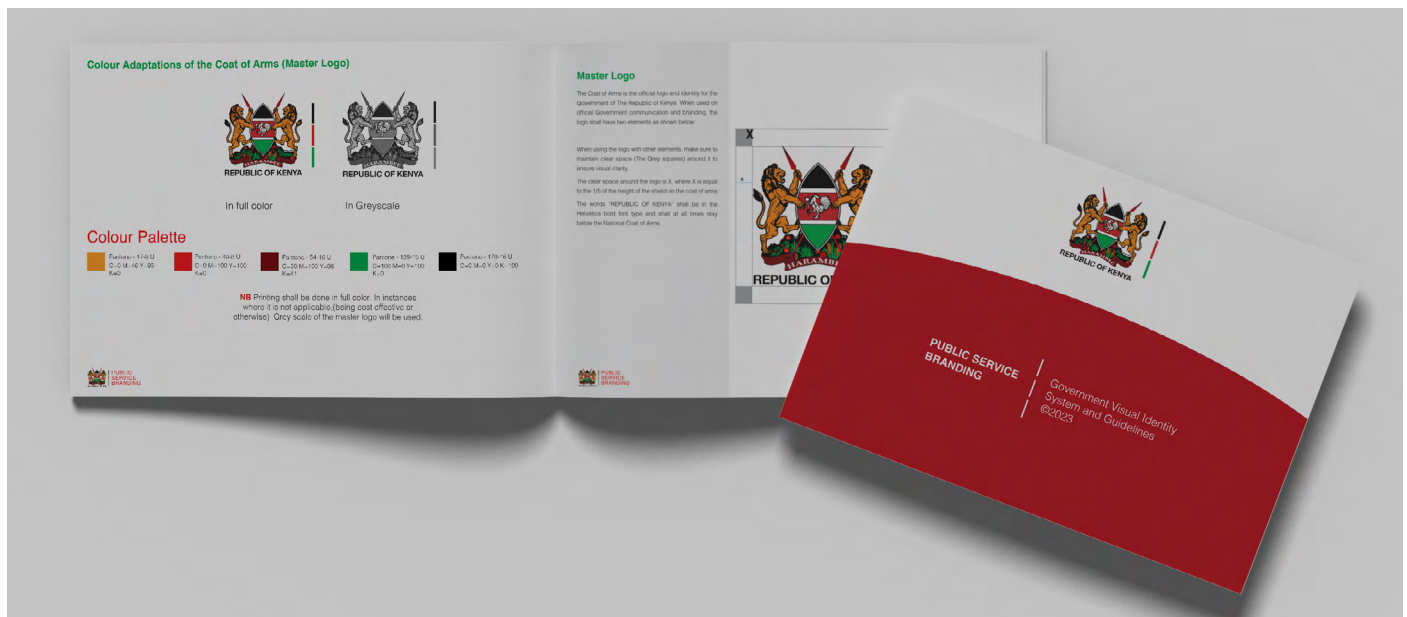
4. Follow the guidelines of each platform

Each social media platform has its own guidelines for businesses and advertisers. Make sure you understand and follow them to avoid any issues.



What is a brand book and why is it important?

By Samuel Njaaga, SNjaaga@brand.ke



What is a brand book and why is it important?

A brand book is also referred to as a brand guideline or style guide.

The primary reason for having a brand book for any company is to maintain a consistent visual look and feel in all communications. Every designer, marketer, or communications professional will present their ideas differently. There is nothing wrong with a variety of these ideas, but a brand needs to differentiate itself from its competition. Opposing design styles and communication approaches will confuse the brand in the consumer's eyes. Worse, it may water down any earned value, identity, and perception.

A style guide explains how any brand functions and what its objectives are, and must cover two approaches to corporate identity: visual school of identity; and the strategic school of identity.

Under the first approach, the visual or tangible aspects of an organisation or individual i.e. the name, logo, and general architecture are defined. In the second scenario, the ideas behind the organisation such as values, vision, and mission statements are outlined. This assists brand managers to align their brand books to the overall organisational strategy and image.

Having a brand book ensures that all marketing communication visual aids have a common outlook promoting the 'big idea'.

Purpose of a Brand Book

- Improves and maintains your brand position
- Keeps your whole team on the message
- Adds depth to your brand position by aligning it with your business strategy.
- Useful for new employees. It helps them get a grasp of the brand rules and aspirations much quicker.

Components of a brand book

It is critical to consider having balanced guidelines. Creativity should be at the fore, pushing the envelope but maintaining key standards throughout.

Introduction:

Give an introduction of the story behind your brand and how its visual identity has developed over time. Has the company changed its visual identity in the past? If so, how has the evolution been to the current visual identity elements? These are some of the pertinent questions a brand manager needs to address in this section of a brand book.

Logo Guideline:

The Logo is the most important element in a brand's visual identity. Without proper guidelines on its correct usage, it may be stretched, resized or recoloured in a variety of wrong ways. When a logo becomes distorted or deformed due to incorrect application, misrepresentation of the brand occurs.

Colour palettes:

Each brand has colors that are associated with it. For example, Coca Cola is associated with red, Skype, Facebook are associated with blue, apple is associated with black/white/grey and so on.

Brand books should clearly dictate which colours should be used to keep the brand identity. This involves defining different color schemes for different end users. For instance, what colour codes apply when printing branded collateral? What are the color for digital press and so on. Colour is therefore a crucial aspect in branding as it sets the visual tone or mood of any brand.

Typeface:

Like colours, every brand has its own typefaces (fonts) used on all online and offline communications. The rule of thumb among most designers is to select a combination of

not more than two or three typefaces. Where one typeface family can be used, the better. However, combining typefaces requires you to have an understanding of the different typefaces and their principles. Different fonts project different 'feels' and as a brand manager or creative professional, you need to thoroughly think it through.

Taglines:

Taglines are also referred to as slogans. Companies mix logos with taglines to communicate what the brand is about, who is their target market or which products/services they offer. Slogans are kept for using in specific campaigns, attached to email signatures or used in tv or radio advertisements.

Designing an Effective Brand Book

Decide for whom you create a brand book:

Before creating a brand book, you should clearly identify who the end user is going to be: who is receiving, reading and using the style guide?. It's really important to know your target audience, so you can tailor your content accordingly. For example, if you are going to distribute it outside of your team, make sure to not use any jargon or technical knowledge that would be difficult for others to understand. Write with friendly, simple and clear language that will attract and engage the audience.

Keep it simple:

Brand books need to be easily understood and interpreted by different groups of people: your employees, your partners, customers and even competitors.

Think in a creative way:

They should express the brand's creativity. If you have created a new brand book after a re-branding exercise, all communication channels and materials need to be

updated promptly. For instance, if you have a new logo, then you should change it in all websites, social networks, email footers, presentations, documents and so on. Thus, a creative needs to visualize different applications of brand elements on all interaction points and ensure they fit seamlessly across platforms.

Design the book in your brand style:

The brand book should truly be the representative of your company, its culture and style of working

Make your materials available:

To make sure that people won't use old or wrong versions of your visual elements, make the guidelines readily available. This is easy in this digital era as the style guide may be posted on the official website or on other platforms like [ISSUU](https://issuu.com/).

Involve your staff:

A style guide ensures that For this purpose, create a project team consisting of employees from all levels in your company and ask for regular feedback from them during brand guideline development.

Anticipate questions:

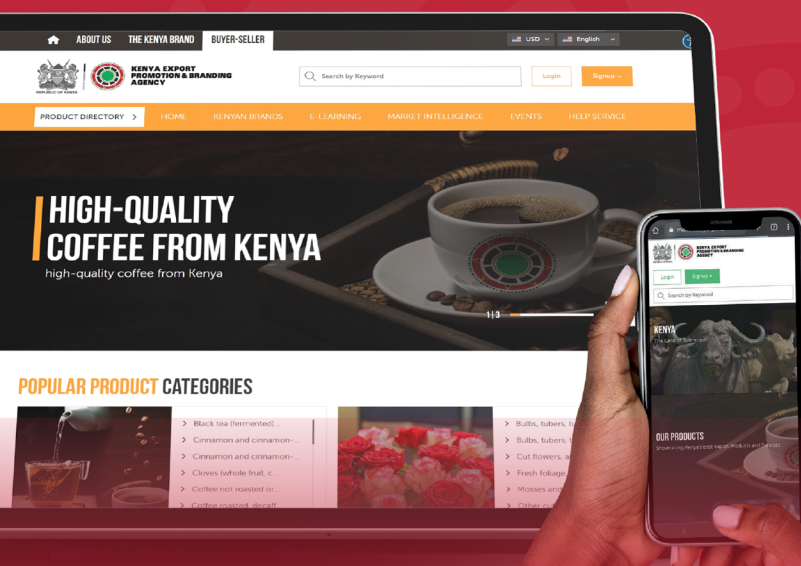
At the end of your brand book, make sure to include some relevant contacts and email addresses where you can receive questions and feedback regarding the guide.

Review your brand book regularly:

The main goal of brand books is to explain, advise and guide people to use and reproduce your brand. However, this does not necessarily mean that your brand is set in stone forever. Naturally, your brand will evolve and change over time, and your brand book should be revised and updated accordingly.



**KENYA EXPORT
PROMOTION & BRANDING
AGENCY**



Find ready buyers on the MakeitKenya Eportal

Register as a seller
today on

www.makeitkenya.go.ke